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FREE MARKET VENDOR WEBINAR SERIES!

This webinar series is for **VENDORS** at farmers markets hosted by:

Kristin Krokowski at UW Madison Extension &
Meliss Haack, Regional Farmers Market Coordinator with the Central
Wisconsin Farmers Market Collaborative

Tuesdays, 9:00 AM – 10:00 AM (virtual)

February 17th, 2026

Market Day Dos and Don'ts & Getting the most out of your 10'x10' Space

Meliss Haack, Regional Farmers Market Coordinator & Kristin Krokowski, UW
Extension Madison, Commercial Horticulture Specialist

March 3rd, 2026

Building a Customer Base: Engaging your Farmers Market Customers

Anna Thomas, Food Finance Institute, Farm Finance Specialist

March 17th, 2026

Farmers Market Pricing: Dos and Don'ts

Anna Thomas, Food Finance Institute, Farm Finance Specialist

March 31st, 2026

**Vendor Inspections at Farmers Markets: What to expect from
Environmental Health Inspectors**

Kate Carlson, Wood County Health Department, Environmental Health
Specialist



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Questions? Contact: Meliss Haack, Regional Farmers Market Coordinator at:

Meliss.haack@woodcountywi.gov, 715-751-1099